AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1-34.   (Cancelled)

35.   (Currently Amended) A viewing control apparatus ~~that acquires~~ configured for securely displaying contents, the viewing control apparatus comprising:

a reproduction/broadcasting apparatus;

a secure device; and

a descrambler, wherein:

the reproduction/broadcasting apparatus is configured to output, via broadcasting, communication or ~~from~~ a recording medium[[,]]:

~~contents~~ encrypted content that is encrypted by first key data[[,]]:

contract information ~~including~~ that includes identification information of ~~contents~~ the encrypted content and viewing condition update information, the viewing condition update information indicating a date which allows viewing of the ~~contents~~ encrypted content;

an advertisement that is associated with the contract information[[,]]: and

common information ~~which~~ that includes the first key data and the identification information of the encrypted content; ~~, and that updates,~~

the secure device is configured to:

when ~~an~~ the advertisement ~~associated with viewing condition update information for updating the viewing condition information~~ is reproduced, ~~stored viewing condition information~~

~~based on the viewing condition update information, the apparatus comprising:~~ store the contract information associated with the reproduced advertisement to update a list of contract information, the list of contract information being stored in the secure device; and

~~a storage that stores the contract information associated with the advertisement upon viewing of the advertisement;~~

~~an extractor that,~~ acquire the common information, and upon acquiring ~~of~~ the common information, ~~searches~~ search the identification information included in the contract information ~~stored in said storage~~ the updated list, for a same identification information as the identification information included in the acquired common information, ~~determines~~ determine whether or not ~~the~~ viewing of the ~~contents~~ content associated with the searched identification information is allowed, based on the date information included in the contract information including the searched identification information, and, upon a determination that the viewing is allowed, ~~extracts~~ extract the first key data from the acquired common information; and

~~a decoder that decodes~~ the descrambler is configured to decrypt the encrypted ~~contents~~ content using the extracted first key data to output decrypted content.

36.   (Currently Amended) The viewing control apparatus according to claim 35, further comprising a display apparatus,

wherein ~~said~~ the display apparatus displays the ~~contents decoded in said decoder~~ decrypted content.

37.   (Currently Amended) The viewing control apparatus according to claim 35, wherein:

the secure device stores, in advance, second key data ~~is stored in advance~~;

the contract information or the common information is encrypted by the second key data;

~~said storage decodes~~ when the contract information is encrypted by the second key data, the secure device decrypts the encrypted contract information ~~by~~ using the stored second key data, and stores the decrypted contract information to update the list of contract information; and

~~said extractor decodes~~ when the common information is encrypted by the second key data, the secure device decrypts the encrypted common information ~~by~~ using the stored second key data, searches the identification information included in the contract information ~~stored~~ in ~~said storage~~ the updated list, for [[a]] the same identification information as the identification information included in the ~~acquired~~ decrypted common information, determines whether or not the viewing of the ~~contents~~ content associated with the searched identification information is allowed, based on the date information included in the contract information including the searched identification information, and, upon a determination that the viewing is allowed, extracts the first key data from the ~~acquired~~ decrypted common information.

38.   (Currently Amended) The viewing control apparatus according to claim 35, wherein:

the secure device stores, in advance, second key data;

the contract information is encrypted by ~~the~~ second key data and the encrypted contract information is further encrypted by third key data;

the third key data is encrypted by the second key data;

the reproduction/broadcasting apparatus outputs the encrypted third key data ~~is acquired~~ via the ~~broadcast~~ broadcasting, the communication or ~~from~~ the recording medium; and

the secure device is further configured to:

upon starting ~~the viewing~~ reproduction of the advertisement, ~~said extractor extracts~~ extract the

third key data by ~~decoding~~ decrypting the encrypted third data ~~by~~ using the second key data; and

upon ~~the~~ ending ~~of~~ the ~~viewing~~ reproduction of the advertisement, ~~said storage decodes~~ decrypt the encrypted contract information ~~by~~ using the extracted third key data and the stored second key data, and ~~stores~~ store the decrypted contract information to update the list of contract information.

39.   (Currently Amended) The viewing control apparatus according to claim 38, ~~further comprising a time decider,~~ wherein[[:]] the secure device is further configured to:

~~said time decider decides~~ decide whether or not a lapse of time matches a viewing time of the advertisement, the lapse of time extending from after the ~~encrypted~~ third key data is ~~acquired~~ extracted ~~until~~ to before the ~~encrypted~~ decrypted contract information is ~~acquired~~ stored; and

~~upon~~ when the lapse of time does not ~~matching~~ match the viewing time of the advertisement, ~~said storage does~~ not store the decrypted contact information.

40.   (Currently Amended) The viewing control apparatus according to claim 37, wherein:

the contract information is encrypted by the second key data and the encrypted contract information is further encrypted by fourth key data;

the fourth key data is encrypted by fifth key data;

the fifth data is encrypted by the second key data; and

the secure device is further configured to:

upon a lapse of predetermined time ~~passing from a time at which~~ after starting the ~~viewing~~ reproduction of the advertisement ~~starts, said extractor acquires~~ acquire the encrypted fifth key data via the broadcast, the communication or from the recording medium, ~~decodes~~ decrypt the encrypted fifth key data ~~by~~ using the second key data, and, upon ~~the viewing~~ ending the reproduction of the

advertisement ~~ending, extracts~~ extract the fourth key data by ~~decoding~~ decrypting the encrypted fourth

key data ~~by~~ using the ~~decoded~~ decrypted fifth key data; and

~~said storage decodes~~ decrypt the encrypted contract information ~~by~~ using the extracted fourth

key data and the stored second key data, and ~~stores~~ store the decrypted contract information to update

the list of contract information.

41.   (Currently Amended) The viewing control apparatus according to claim 40, ~~further~~

~~comprising a time decider,~~ wherein[[:]] the secure device is further configured to:

~~said time decider decides~~ decide whether or not a lapse of time matches a viewing time of the

advertisement, the lapse of time extending from after the ~~encrypted~~ fifth key data is acquired ~~until~~ to

before the ~~encrypted~~ decrypted contract information is ~~acquired~~ stored; and

~~upon~~ when the lapse of time does not ~~matching~~ match the viewing time of the advertisement,

~~said storage deletes the stored~~ not store the decrypted contract information.

42.   (Currently Amended) The viewing control apparatus according to claim 35, wherein,

upon the contents being copied, the reproduction/broadcasting apparatus is further configured to copy,

together with the contents, an advertisement associated with the contract information, which allows the

viewing of the contents, ~~is copied together with the contents~~.

43.   (Currently Amended) A viewing control method ~~that acquires~~ for a viewing control

apparatus configured for securely displaying contents, the viewing control method comprising:

outputting, by a reproduction/broadcasting apparatus of the viewing control apparatus, via

broadcast, communication or ~~from~~ a recording medium[[,]]:

~~contents~~ <u>encrypted content that is</u> encrypted by first key data[[,]]<u>;</u>

contract information ~~including~~ <u>that includes</u> identification information of the ~~contents~~ <u>encrypted content</u> and viewing condition information<u>, the viewing condition update information</u> indicating a date which allows viewing of the ~~contents,~~ <u>encrypted content;</u>

an advertisement <u>that is</u> associated with the contract information[[,]]<u>;</u> and

common information ~~including~~ <u>that includes</u> the first key data and the identification information <u>of the encrypted content;</u> ~~, and that updates,~~

<u>storing, by a secure device of the viewing control apparatus,</u> when ~~an~~ <u>the</u> advertisement ~~associated with viewing condition update information for updating the viewing condition information~~ is reproduced, ~~stored viewing condition information, based on the viewing condition update information, the method comprising:~~ <u>the contract information associated with the reproduced advertisement to update a list of contract information, the list of contract information being stored in the secure device;</u>

~~storing, in a storage, the contract information associated with the advertisement upon the advertisement being viewed;~~

searching, by ~~a searcher~~ <u>the secure device,</u> upon the common information being acquired, <u>the identification information included in the contract information in the updated list,</u> for a same identification information as the identification information included in the acquired common information ~~from the identification information included in the contract information stored in the storage~~;

determining, by ~~a decider~~ <u>the secure device,</u> whether or not ~~the~~ viewing of the ~~contents~~ <u>content</u> associated with the searched identification information is allowed, based on the date information included in the contract information including the searched identification information;

extracting, by ~~an extractor~~ <u>the secure device,</u> upon a determination that the viewing is allowed,

the first key data from the acquired common information; and

decoding decrypting, by a decoder descrambler of the viewing control apparatus, the encrypted contents content using the extracted first key data to output decrypted content.

44.   (Withdrawn) A viewing control system comprising:

an output apparatus that generates and outputs contents encrypted by first key data, contract information including identification information of the contents and viewing condition information indicating a date which allows viewing of the contents, an advertisement associated with the contract information, and common information including the first key data and the identification information; and

a viewing control apparatus that acquires, via broadcast, communication or from a recording medium, the contents, the contract information, the advertisement and the common information output from the output apparatus, wherein the viewing control apparatus comprises:

a storage that stores the contract information associated with the advertisement upon the advertisement being viewed;

an extractor that, upon the common information being acquired, searches the identification information included in the contract information stored in said storage, for a same identification information as the identification information included in the acquired common information, determines whether or not the viewing of the contents associated with the searched identification information is allowed, based on the date information included in the contract information including the searched identification information, and, upon a determination that the viewing is allowed, extracts the first key data from the acquired common information;

an updater that when an advertisement associated with viewing condition update

information for updating the viewing condition information is reproduced updates, stored

viewing condition information based on the viewing condition update information;

a decoder that decodes the encrypted contents using the extracted first key data.

45.   (Withdrawn) The viewing control system according to claim 44, wherein the viewing

control apparatus further comprises a display,

wherein said display displays the contents decoded in said decoder.

46.   (Withdrawn) The viewing control system according to claim 44, wherein:

second key data is stored in advance;

the contract information or the common information is encrypted by the second key data;

said storage decodes the encrypted contract information by the second key data and stores the

contract information; and

said extractor decodes the encrypted common information by the second key data, searches the

identification information included in the contract information stored in said storage, for a same

identification information as the identification information included in the acquired common

information, determines whether or not the viewing of the contents associated with the searched

identification information is allowed, based on the date information included in the contract information

including the searched identification information, and, upon a determination that the viewing is allowed,

extracts the first key data from the acquired common information.

47.   (Withdrawn) The viewing control system according to claim 44, wherein:

the contract information is encrypted by second key data and is further encrypted by third key

data;

the third key data is encrypted by the second key data;

the encrypted third key data is acquired via the broadcast, the communication or from the recording medium;

upon starting the viewing of the advertisement, said extractor extracts the third key data by decoding the encrypted third data by the second key data; and

upon the ending of the viewing of the advertisement, said storage decodes the encrypted contract information by the third key data and the second key data and stores the contract information.

48.   (Withdrawn) The viewing control system according to claim 47, wherein the viewing control apparatus further comprises a time decider, wherein:

said time decider decides whether or not a lapse of time matches a viewing time of the advertisement, the lapse of time extending from after the encrypted third key data is acquired until the encrypted contract information is acquired; and

upon the lapse of time not matching the viewing time of the advertisement, said storage does not store the contact information.

49.   (Withdrawn) The viewing control system according to claim 46, wherein:

the contract information is encrypted by the second key data and is further encrypted by fourth key data;

the fourth key data is encrypted by fifth key data;

the fifth data is encrypted by the second key data;

upon a predetermined time passing from a time at which the viewing of the advertisement starts,

said extractor acquires the encrypted fifth key data via the broadcast, the communication or from the recording medium, decodes the encrypted fifth key data by the second key data, and, upon the viewing of the advertisement ending, extracts the fourth key data by decoding the encrypted fourth key data by the decoded fifth key data; and

said storage decodes the encrypted contract information by the fourth key data and the second key data and stores the contract information.

50.   (Withdrawn) The viewing control system according to claim 49, wherein the viewing control apparatus further comprises a time decider, wherein:

said time decider decides whether or not a lapse of time matches a viewing time of the advertisement, the lapse of time extending from after the encrypted fifth key data is acquired until the encrypted contract information is acquired; and

upon the lapse of time not matching the viewing time of the advertisement, said storage deletes the stored contract information.

51.   (Withdrawn) The viewing control system according to claim 44, wherein, upon the contents being copied, an advertisement associated with the contract information, which allows the viewing of the contents, is copied together with the contents.